"ANYTHING CAN HAPPEN"

Preview Analysis

Paramount - 52-1

February 7, 1952

This is a report of the findings in an audience reaction test of ANYTHING CAN HAPPEN conducted by Audience Research, Inc., in Hollywood on February 1, 1952.

The picture was screened before a representative audience of movie-goers whose enjoyment was measured by two methods: 1. Questionnaires designed to elicit respondents' degree of anticipation before seeing the picture and their enjoyment after having seen it, and 2. the Hopkins Televote Machine which records audience enjoyment second by second as the picture is seen.

SUMMARY

1. Audience enjoyment of ANYTHING CAN HAPPEN was above average. While the audience rated their enjoyment as well above average after the showing, this was somewhat offset by the fact that their enjoyment during the course of the picture, as measured by the Hopkins Televote Machine, was just equal to the average "A" feature tested by Audience Research.

This difference between "recalled" enjoyment and enjoyment registered during the course of the picture is to a large extent explained, in our opinion, by the fact that while a fair-sized minority of the audience felt that parts of the picture dragged, the final scenes were quite strong. In this view, the slow sequences tended to hold the profile level down whereas the strong finish produced an above average favorable response afterwards.

2. Members of the audience found the picture more enjoyable than they expected. Expectations of the audience were below average to begin with (based on title and cast), but they found the picture more enjoyable than most pictures they see.

3. The audience characterized the picture on the favorable side as:

Well acted

Amusing

Different

Human

Heartwarming

4. On the unfavorable side they characterized it as:

Dragged out

Too long

5. The most enjoyed parts of the picture were:

The final scenes

The scene in the bus with Giorgi and the rising dough

6. The least enjoyed parts were:

The first twelve minutes of the picture.

7. Jose Ferrer, Uncle John, and Kim Hunter were the most enjoyed players in that order.

I. AUDIENCE ENJOYMENT

A. Audience enjoyment as measured by the questionnaires.

1. The first question answered by the audience pertaining to their over-all enjoyment was:

Please check the statement that best indicates your enjoyment of the movie you've just seen.

☐ It's the MOST enjoyable movie I've seen in a long time.
☐ It's one of the most enjoyable movies I've seen in a long time.
☐ I enjoyed it somewhat more than most movies I see.
☐ I enjoyed it about as much as most movies I see.
☐ I enjoyed it somewhat less than most movies I see.
☐ It's one of the least enjoyable movies I've seen in a long time.
☐ It's the LEAST enjoyable movie I've seen in a long time.

Responses divided as follows:

	ANYTHING CAN HAPPEN %	Average of Pictures Previewed %
It's the MOST enjoyable movie I've seen in a long time.	25	16
It's one of the most enjoyable movies I've seen in a long time.	35	25
I enjoyed it somewhat more than most movies I see.	13	25
I enjoyed it about as much as most movies I see.	18	20
I enjoyed it somewhat less than most movies I see.	5	9
It's one of the least enjoyable movies I've seen in a long time.	3	3
It's the LEAST enjoyable movie I've seen in a long time.	1	2
	100	100
Proportion who chose one of the top two statements	60	41

Summarizing the results of this question we find that the picture's Index of Enjoyment on the basis of the questionnaires is:

	Index of Enjoyment Based on Questionnaires
ANYTHING CAN HAPPEN	74
Average of Pictures Previewed	67

An Index of Enjoyment of 74 places ANYTHING CAN HAPPEN, in terms of enjoyment, among the top 25 per cent of "A" features previewed by Audience Research. While the highest possible rating is 100, which would be the rating if everyone in the audience chose the top statement, "It's the MOST enjoyable movie I've seen in a long time," we have never obtained a rating higher than 90 in a preview audience test. The lowest possible rating is 0, which would be the score if everyone chose the statement, "It's the LEAST enjoyable movie I've seen in a long time." However, the lowest rating we have obtained in a test was 40. Thus while the theoretical range of ratings is from 0 to 100, our experience has been in tests of several hundred "A" features that the actual range is from about 40 to 90, with the average equal to 67.

A breakdown of the answers to the preceding question by males and females showed no large difference between them in their reaction to the picture.

	Males %	Females %
It's the MOST enjoyable movie I've seen in a long time.	22	28
It's one of the most enjoyable movies I've seen in a long time.	36	34
I enjoyed it somewhat more than most movies I see.	17	10
I enjoyed it about as much as most movies I see.	17	20
I enjoyed it somewhat less than most movies I see.	4	6
It's one of the least enjoyable movies I've seen in a long time.	3	2
It's the LEAST enjoyable movie I've seen in a long time.	1	-
	100	100
Proportion who chose one of the top two statements	58	62

There was a clear difference in reaction to the picture by age as shown below:

	AGE GROUPS	
	30 and Under	Over 30
	%	%
It's the MOST enjoyable movie I've seen in a long time.	25	28
It's one of the most enjoyable movies I've seen in a long time.	41	26
I enjoyed it somewhat more than most movies I see.	11	16
I enjoyed it about as much as most movies I see.	15	22
I enjoyed it somewhat less than most movies I see.	6	3
It's one of the least enjoyable movies I've seen in a long time.	2	3
It's the LEAST enjoyable movie I've seen in a long time.	-	2
	100	100
Proportion who chose one of the top two statements	66	54

A breakdown of the answers by education showed enjoyment somewhat lower among those with some college education.

	Those 18 and Older	
	With Some College Training	With No College Training
	%	%
It's the MOST enjoyable movie I've seen in a long time.	24	28
It's one of the most enjoyable movies I've seen in a long time.	31	33
I enjoyed it somewhat more than most movies I see.	13	17
I enjoyed it about as much as most movies I see.	21	19
I enjoyed it somewhat less than most movies I see.	8	1
It's one of the least enjoyable movies I've seen in a long time.	3	1
It's the LEAST enjoyable movie I've seen in a long time.	-	1
	100	100
Proportion who chose one of the top two statements	55	61

2. Another way of measuring audience reaction to a picture is to compare audience enjoyment with audience anticipation. This way of looking at an audience's enjoyment of a picture is based on the idea that when audience enjoyment of a picture is just average, let us say, it can either be low in relation to audience *anticipation*, (that is, it can be a disappointment); or about equal to anticipation (that is, the audience never expected the picture to be better than average); or well above audience expectancy (as in the case of a picture which by reason of cast or title or subject matter had below average appeal to moviegoers in general before they saw the picture).

The questions used for this purpose are shown on the next page.

NOTE: For technical reasons the anticipation-enjoyment relationship is obtained with a separate set of questions.

Prior to the screening members of the test audience were each given a card on which appeared the picture's title and cast and were asked this question:

Check the one statement below which tells best how you think the movie you're going to see is likely to compare with the last movie you saw..

Compared with the last movie I saw:

- ☐ I don't think I'd like this movie nearly as much.
- ☐ I don't think I'd like this movie quite as much.
- ☐ I think I'd like this movie just as much.
- ☐ I think I'd like this movie somewhat better.
- ☐ I think I'd like this movie much better.

After the screening members of the audience were asked this question:

Please check the one statement below which best describes how well you actually liked the movie you have just seen as compared with the LAST movie you saw..

Compared with the last movie I saw:

- ☐ I didn't like this movie nearly as much.
- ☐ I didn't like this movie quite as much.
- ☐ I liked this movie just as much.
- ☐ I liked this movie somewhat better.
- ☐ I liked this movie much better.

The results were as follows:

Compared with last movie seen:	BEFORE %	AFTER %
Like much better	15	31
Like somewhat better	15	18
Like just as much	30	22
Like not quite as much	23	17
Like not nearly as much	17	12
	100	100
Proportion who chose the top two statements	30	49
Index of Enjoyment	64	74

Note that enjoyment was:

1. Above average, and
2. Well above the enjoyment anticipated on the basis of title and cast.

	Index of Enjoyment
Average enjoyment of "A" features previewed	67
Anticipated enjoyment	64
Actual enjoyment	74

The audience in general did not expect to enjoy the picture (basing their judgment on the picture's title and cast) as much as they have enjoyed the average feature seen, but actually enjoyed it more.

3. The Word List

To give less articulate members of the audience an opportunity to express themselves on more equal terms with those who have no difficulty in giving expression to their attitudes, we submit to the audience a list of words and phrases commonly expressive of attitudes towards motion pictures.

Following are the ten most frequently chosen favorable words or phrases in ANYTHING CAN HAPPEN test and the proportion of the audience who chose each:

	PER CENT
Well-acted	76
Amusing	71
Different	68
Human	67
Heartwarming	64
Held Interest	60
Entertaining	57
Genuine	55
Sincere	55
Wholesome	54

Following are the ten unfavorable words or phrases chosen most frequently by the audience in the ANYTHING CAN HAPPEN test and the proportions of the audience who chose each.

	PER CENT
Dragged Out	15
Too Long	9
Bogs Down	8
Overacted	8
Humorless	6
Dreary	5
Overdone	5
Routine Plot	5
Shallow	5
Too Much Talk	5

4. Finally, to obtain free answers the following question was included with adequate space for extended answers:

> *Will you please tell us frankly and fully what YOU think of the movie you've just seen?*

The individual responses obtained to this question are included at the end of the report.

B. Audience enjoyment as measured by the Hopkins Televote Machine.

To obtain a total score of audience reaction to the picture by means of the machine, we measure the average height of the curve from the base line of the chart. The maximum score that a picture could obtain would be that score which would result if everyone had their dials turned to *like very much* throughout the picture. Such a picture would have a machine score of 100. Likewise a picture throughout which all members of the audience had their dials turned to *very dull* would have a score of zero on this scale.

In the case of ANYTHING CAN HAPPEN the profile line of audience enjoyment was equal to the average of all pictures profiled, as shown below:

	Enjoyment Score Obtained From The Hopkins Televote Machine
ANYTHING CAN HAPPEN	70
Average of all pictures profiled	70

It is not unusual for the response registered on the questionnaire after the showing to be more favorable than that obtained on the machine during the showing or vice versa. This is understandable since, for example, a strong ending can sometimes leave respondents with a more favorable attitude towards a picture than was their reaction during its course, or a weak ending can leave an unfavorable impression of the whole.

The profile score by quarterly segments reveals that audience response to ANYTHING CAN HAPPEN in general paralleled the average throughout the picture.

	ANYTHING CAN HAPPEN	Average Of Pictures Previewed
First quarter of the picture	.64	.63
Second quarter of the picture	.71	.70
Third quarter of the picture	.71	.72
Fourth quarter of the picture	.75	.75

The significantly higher enjoyment rating obtained in the questionnaire responses after the showing can only be explained by the fact that the final scenes produced one of the two highest parts of the profile line, the other being the scene on the bus where Giorgi had trouble with his bundle of dough.

In our opinion another finding which sheds light on this difference between the curve and the questionnaire responses was the feeling on the part of a fair sized minority of the audience that the picture was draggy in spots.* This was undoubtedly reflected in their responses on the Hopkins Televote Machine, such parts holding the profile line, over-all, down to the average level, whereas in retrospect this was overcome by the pickup at the end. The final scenes were particularly strong, as indicated by the profile curve and also by responses of the audience after the screening, which are summarized on the next page.

*See under The Word List section the unfavorable words and phrases chosen; also responses to the question "Were there any parts where the movie seemed to drag?"

II. PARTS OR SCENES MOST ENJOYED OR OF GREATEST INTEREST

After seeing the picture members of the audience were asked to recall the parts or scenes they enjoyed most or thought of greatest interest. The question was:

What parts or scenes of the movie did you enjoy most?

The results were:

	Total Audience %	Males %	Females %
Final Scenes	40	32	47
Uncle John's death, John becoming a citizen	22	20	24
The end	9	6	11
Love scene, proposal	9	6	12
Bus scenes, dough rising	14	10	18
Immigrants arriving in N. Y. C., opening scenes, beginning	14	19	11
Orange grove scenes	12	20	6
Trip across country	11	11	11
Practising English, becoming Americanized	10	4	16
Scenes with Helen's grandmother	8	7	8
Family scenes	6	7	5
Court scene	5	6	5
Scenes at Helen's apartment	4	4	4
Banquet scene	3	4	1

Parts recalled as most enjoyed		Age Groups	
		30 and Under	Over 30
		%	%
Final scenes		48	28
Uncle John's death, John becoming a citizen	25	18	
The end	10	7	
Love scene, proposal	13	3	
Bus scene, dough rising		18	8
Immigrants arriving in N. Y. C., opening scenes, beginning		9	10
Orange grove scenes		12	13
Trip across country		12	10
Practising English, becoming Americanized		10	12
Scenes with Helen's grandmother		9	7
Court scene		8	2
Banquet scene		3	2
Family scenes		4	8

III. PARTS OR SCENES RECALLED AS LEAST ENJOYED OR OF LEAST INTEREST

The question:

What parts or scenes of the movie did you enjoy least?

The answers:

	Total %	Males %	Females %
Immigrants arriving in N. Y. C., opening scenes, beginning	9	6	11
Trip across country	8	9	7
Uncle John's death	7	6	7
Dramatic family scenes	6	1	10
Giorgi meets people where Uncle John lives	5	7	2
Singing scenes	5	9	1

Parts recalled as least enjoyed	Age Groups	
	30 and Under	Over 30
	%	%
Immigrants arriving in N.Y.C., opening scenes, beginning	12	3
Trip across country	8	8
Uncle John's death	6	7
Dramatic family scenes	8	3
Giorgi meets people where Uncle John lives	3	7
Singing scenes	6	3

The question:

Were there any parts where the movie seemed to drag?

	Total %	Males %	Females %
Yes	35	36	34
No	65	64	66
	100	100	100

Which ones?

The beginning	14	18	10
Trip across country	3	3	2
Family feasts	2	3	1
Final scenes	3	3	4
Recording scene	2	4	-
Most of it	2	3	1

The other answers were scattered and miscellaneous.

The question:

Were there any parts where the movie seemed to drag?

	Age Groups	
	30 and Under	Over 30
	%	%
Yes	37	30
No	63	70
	100	100

Which ones?

The beginning	18	8
Trip across country	1	5
Family feasts	4	-
Final scenes	2	2
Recording scene	2	2
Most of it	1	3

IV. PLAYERS ESPECIALLY ENJOYED

The question:

Were there any players you especially enjoyed? Which one(s) - either their names or the parts they played?

The answers:

	Total	Males	Females
	%	%	%
Jose Ferrer	56	56	57
Uncle John	46	46	47
Kim Hunter	31	36	28
Nuri Bey	22	21	22
Anna	12	11	12
The grandmother	8	3	12
Luba	5	6	4
Besso	3	4	1
The captain	3	6	1
The widow	2	-	4

NOTE: Per cents add to more than 100 because some respondents named more than one player.

Players especially enjoyed	Age Groups	
	30 and Under	Over 30
	%	%
Jose Ferrer	60	50
Uncle John	41	55
Kim Hunter	30	33
Nuri Bey	27	13
Anna	9	17
The grandmother	9	7
Luba	8	-
The captain	3	3
Besso	2	3
The widow	3	-

V. NEW PLAYERS ESPECIALLY ENJOYED

The question:

Were there any new players (or players who had minor parts) you especially enjoyed whom you'd like to see have bigger parts in other movies? Which one(s) -- either their names or the parts they played?

The answers:

	Total	Males	Females
	%	%	%
Nuri Bey	19	19	19
Uncle John	15	13	17
Luba	12	9	16
Kim Hunter	5	9	1
Anna	5	1	7
The captain	3	3	2
The widow	3	-	5
The grandmother	2	-	4
Besso	2	-	4

New players especially enjoyed	Age Groups	
	30 and Under	Over 30
	%	%
Nuri Bey	24	12
Uncle John	16	13
Luba	15	8
Kim Hunter	6	2
The captain	2	3
Anna	2	8
The widow	4	-
The grandmother	-	5
Besso	-	5

QUESTION: *Will you please tell us frankly and fully what you think of the movie you've just seen?*

(The number is the respondent's age; M means Male, F means Female.)

I feel that the unusual (for movies that is) story and excellent portrayal of the characters has made this picture one of the most enjoyable I have seen in quite some time. M - 20

It was enjoyable. F - 52

A good story, well played. A good, very good, depiction of life in that there was humor, sadness, love, emotion and the story was not far fetched -- interesting, moved along very well. M - 27

I think it is very good. F - 12

I think that this movie was very enjoyable. It has a very good message about people in it which you don't, however, realize during the first scenes. F - 18

Very good. Excellent supporting cast. F - 29

I think it is a movie that will not be a sensation, but will do very well. It will appeal to all except children. M - 16

It is a very fine comedy and half way true to life in the right way. M - 13

I think it is about the best picture I have seen in many months. It is truly a picture that expresses what I think an immigrant American should aspire to. George not only had high ideals, but took to the American way of life and fully appreciated his opportunities here. The love story interwoven was excellent as it was not as "mushy" as the usual, and there was enough humor present to make it delightful. M - 29

I thought it was excellent! There aren't many pictures I've liked lately, but this one, I will go to see again. F - 24

I think it was a very enjoyable movie and I could see it again, which is unusual. There was comedy and drama which is my preference in entertainment. F - 37

I think it's very good. Jose Ferrer played very well in a role like this. F - 20

It left me with a comfortable and pleasant feeling. It is superb! F - 28

I haven't seen too many movies within the last five years that I have thought "good." I thoroughly enjoyed ANYTHING CAN HAPPEN. How about a sequel, hummm? F - 21

Extremely warm -- lines and actions and story best in many years. All the characterizations perfect. Uncle John was best of them all. I will see it <u>again</u>. M - 27

I thought the movie was excellent. It was different from the usual type of movie. The characters were "real" people and the story moved along without any dull spots. All in all it was very enjoyable. F - 23

It is certainly one of the most enjoyable movies I have ever seen. The title is the only thing wrong. It should definitely be changed. M - 28

I think it is a very good movie and I enjoyed it very much. It is true to life. M - 15

Excellent. A subject not usually used -- very humorous situations. Flag waving not too pronounced, but perilously close in death scene. M - 40

I think it is a very outstanding movie. F - 30

I enjoyed it very much and I think it will be a hit. M - 18

Very enjoyable and relaxing. M - 39

It is certainly one of the finest movies I have seen in a long time. Why haven't movie stories like this been done before? F - 25

I believe this is a very fine movie and all liberal minded people will greatly appreciate it. The immigrant folks will probably get a bigger laugh out of it than American born people. F - 35

Generally the picture's plot was very simple. Some parts of the picture were drawn out which was boring, but I liked the picture very much. M - 24

It is witty and comical and has a good moral setting -- i.e., freedom, democracy, the chance for immigrants in the U. S., etc. It is true to life and worth seeing. M - 27

I thoroughly enjoyed it. The story was very novel and interesting. I found that although the movie was rather long, it held my interest all the way through. I also think the acting was very good, especially Mr. Ferrer's. F - 23

I thought this was a relaxing movie. I think it will go places. With a star like Ferrer any picture will go places. M - 14

Thought it was excellent -- should have more like it. Very well cast, excellent story (good for what ails some Americans). Jose Ferrer, excellent. F - 17

It was very good. Good acting and lots of humor. M - 57

Very enjoyable. M - 61

Probably a neat adaptation of the novel. Quickly paced (sometimes too much -- rooming house in N. Y. mirror scene rather tedious). Jose I don't care for but somehow usually enjoy. The character roles were generally excellent. I'm not sure if Liberty is waved too much. For middle brow perhaps not. It's a fresh film neatly packaged. M - 24

The parts portrayed were wonderfully done. The theme and plot followed in very interesting sequence. It contained a little bit of everything to make it one of the outstanding pictures. M - 55

Although it dragged and seemed quite dull in some scenes, I did enjoy it because of Ferrer's human portrayal of a very lovable person. Kim Hunter, just as in STREETCAR, proved to be a very sympathetic and fine character. F - 19

A very good movie -- full of charm and humor -- a bit draggy in parts (in the beginning). F - 40

I think this picture will win an Academy Award for cast, photography, authenticity and an all-around appeal for a very fine evening's entertainment. F - 44

I think it is a very fine picture. All the actors did a superb job. The story and directing were excellent. The best picture I've seen in a very long time. F - 39

It was well done. Quite a different role for Jose Ferrer. F - 22

It was very warm and moving -- a picture I'd heartily recommend. M - 27

Very enjoyable. M - 45

I fully enjoyed the picture because it was so real and true to life. F - 36

I think it was one of the sweetest, warmest pictures I have seen in a long time. The acting by Jose Ferrer was very well done. It was marvelous. F - 30

I think this is one of the best I've ever seen. I watch TV movies, as many as three a night, and there isn't one that can compare with this one on TV or otherwise. M - 37

It has a good message after you get into it. I didn't like the start, but as it went along, I found I liked it better and better. The humor was in good taste all the way through. M - 25

I think the movie is very good. M - 15

Very fine -- made especially so by Jose Ferrer's wonderful acting ability and his support from his friend. Truly one everyone will enjoy thoroyghly. F - 30

Very good. M - 26

I thought it was well acted. The actors fit their parts very well. F - 12

I enjoyed it. It was entertaining and at the same time educational. Everybody was cast perfectly. F - 17

Very excellently done. It shows America in a light that some Americans fail to see. Besides being delightful, it is a welcome diversion from current world events. More of this type should be made. M - 24

I had not expected that it would please me, but I was agreeably surprised. It was excellent! M - 38

I liked it very much -- very entertaining and amusing; well directed, good story, and good actors. M - 25

It is a wonderful picture -- so real and true to life. F - 43

I think it is a very educational picture. F - 37

It was surprisingly good. Didn't think so at first. M - 34

I liked this movie very very much. It held my interest every minute. It had comedy, pathos and is a picture that makes you forget everything else. F - 39

I thought it was very good. M - 15

I liked it very much -- very comical and the story was very good. Believe the picture was rather long -- could be cut in places. Kim Hunter did a marvelous job of acting. F - 22

Cast excellent. Story very different and definitely holds your interest all the way through. Well done -- Jose Ferrer. M - 38

I enjoyed it because it was on the funny side but still it had a lot of very touching scenes in it. F - 22

It was wonderful! F - 12

All round good entertainment, good story, good casting, good photography, well handled plot and good continuity. M - 47

It was fast moving. I thought it both comical and heart warming. F - 29

It was very good. It ran the gamut of human emotions. It had a good Americanism angle which was not overplayed. M - 27

It was a little long, but very amusing. It had a good story, good characters, and good actors. The dialogue was very good, and the leading actors, Ferrer and Kim Hunter, were very good. M - 36

It was very good. I liked WESTWARD THE WOMEN better only because it was a good historical picture and more dramatic. Ferrer was very good. F - 24

I enjoyed the movie very much. I read the book from which it was taken, and I believe the screenplay was very accurate. However, the movie, like the book, was not too good "story-wise." F - 16

I believe it was very good, not as good as the book, but good. It moved quite well; action was continuous and smooth. The picture was warm, friendly, and enjoyable. M - 27

I don't think the title is right. The plot is very good and is logical. M - 45

As a whole, it was very enjoyable except for a scene or two that seemed to drag slightly for me. M - 26

I liked it very much. All the actors were very good, although I must admit that the movie had a direct aim in showing the greatness of this country. F - 36

In parts I liked it very much. F - 57

It was very interesting and entertaining. F - 24

I thought the picture was pretty good. F - 15

I enjoyed it very much. F - 51

Most wonderful picture I've seen yet. F - 36

Every part of the picture was interesting. It was very different from most movies. I would like to see more like it. It makes our young folks know how this country was really started. F - 47

I enjoyed it very much. F - 28

It is a new type of picture. It is good for patriotism. F - 17

It was very different. It had good acting, was well cast, and was true to life. I was disappointed it ended so soon. It could have been a real success story. F - 21

It was different from the ordinary run of pictures. It was rather refreshing and heart-rending. I enjoyed it because I cried in one scene. F - 36

It is good. F - 30

The movie was all right. At the start it was very humorous. It was pretty good throughout, except for a couple of parts. M - 15

This is the kind of movie every American ought to see. We who were born here don't realize how much America means to outsiders. The story was good, and the players did their parts well. F - 19

The picture was very good -- a good story and a good cast. It gives you something to think about -- what America is made of, the kind of people we should be proud of and not look "down at." The grandmother character proved that. It is good entertainment, too. F - 56

It had a true-to-life and down-to-earth story. M - 19

It was delightful. F - 27

I enjoyed it very much. There were so many laughs, which you don't get in very many pictures. F - 60

I think that it is a very interesting, relaxing, and somewhat entertaining picture. It had tunes, comedy, laughter, and good character acting, but please kill the song scenes, they are horrible, not the music, but the singing. M - 28

I thought it was very well done, even overdone in some spots. It was a little too much on the propaganda side. I thought the young girl, the heroine, overdid her part a little. M - 53

I think Jose Ferrer is a very good actor. It was a good movie, but not the best I've seen by any means. F - 38

This is a good movie and I would recommend it to others. M - 37

It is well cast and thoroughly enjoyable. It is a very good evening's entertainment. F - 32

It was a very practical and true-to-life story. I believe we need more such movies. M - 47

At the beginning I wasn't too enthusiastic about this picture, but now I think it was the most original and comical romance I have seen in a long time. F - 14

It was very enjoyable. Not too much of a plot but very amusing in spots and fun. F - 28

Very good in general, but not excellent. It was characterized by good acting, and contained a good story. The plot was fair. Nevertheless, it did put over one important point, that is, what it means to be an American. M - 20

Very good -- enjoyable -- very deep. F - 47

I think it was very good because it had a little bit of everything in it. It made you laugh and cry. M - 17

Excellent. No one's intelligence was insulted. The plot was well thought out and followed. The acting was sincere. M - 28

I fully enjoyed it. But would rather see Mr. Ferrer in dramatic roles -- especially a dramatic, realistic love story! F - 21

I think it was a good movie. It was different from what I thought it would be, but I enjoyed it. F - 14

I really enjoyed watching this movie. It not only was entertaining, but also educational as well. M - 46

Terrific story and perfect cast. Brings out all the emotions. In fact it is the best picture I have seen in the last couple of years. F - 48

It is very enjoyable and human. F - 61

I thoroughly enjoyed this movie and especially the fact that it did not get too maudlin in the touching scenes. F - 28

I enjoyed it very much. It is different than most pictures that they are making at present. The acting was good. M - 23

It will be good box-office. Male lead has good drawing power in name alone. Movie runs complete gamut of emotions -- leaving you with plenty to remember and lots to laugh and tell friends about -- so build interest for them too to see the film. F - 24

I thought it was very good, sincere, comical in parts. It made me stop and appreciate a little more our country. Jose Ferrer was perfect as were the rest of the cast. Excellent movie -- congratulations! F - 20

Humor excellent -- plot not too good. Acting good. As a whole an average good movie. F - 31

I found this movie enjoyable but feel it was a little slow moving though I can't say precisely where. F - 30

Frankly, in my honest opinion, the movie I just saw was very good and I recommend it very highly. M - 30

I think there are too many Americans who are sick and tired of having the country over-run with foreigners and to sit for two hours and have to watch them parade before you in a dull, drab movie is asking too much, especially when we can't take care of the "1st Americans" and others that have been in the country for generations. However, the production quality and acting abilities of Kim Hunter and Jose Ferrer are good. F - 29

I thought it very interesting. Gave insight into how foreigners feel. Makes you want to help them more, rather than ignore them as being below you. F - 25

It was much better than expected. The story was nothing but the character portrayals were excellent and they were the only thing which kept the picture going. F - 22

Oh, I liked it, but not as well as some I have seen. F - 65

Was good except that it did seem to drag as an over-all picture but not in spots. Seemed too long -- otherwise was very good. M - 19

It was a good picture but if it was playing at one of the theaters I would not go to see it. F - 12

I think it a very good general audience picture, but it should be an excellent show for the junior high school youngsters. Interest in his civics class should certainly zoom after seeing this picture! M - 29

I believe the acting was sincere and the story frank and true to life. To some this picture will appeal a great deal -- again with people of different temperaments it might be another story. M - 34

The picture is better than most movies. M - 23

It is very realistic, has good acting, very entertaining, smart comedy. However, it is just a little too long. M - 38

Characterizations good; story fair; plot fair; ending poor. It was interesting because it portrayed down to earth people. M - 47

I thought it was a picture I wouldn't like, but I didn't mind it after all. However, I would not want to see too many of this kind. M - 29

Subject novel, but too sentimentally handled; casting fair but loses in dragging action; photography fair, didn't help liven the play. Frankly the play has variety and continuity but lacks consistent depth. I thought it was fair but wouldn't especially recommend it although Jose Ferrer was more appealing to me than usual. F - 24

If you can tell me a good reason for making it I could more easily answer. Is it supposed to foster a greater brotherly love? Why do you feel that movies must bring a message? Can't we just have good stories? M - 40

I think that it's trite -- Miss Hunter is particularly unconvincing. Conclusions and effects are led up to by no seeming point or cause. Scenes involving the "Georgians" were sometimes enjoyable, but still quite puerile and trite. M - 25

Too emotional and drawn out. This theme has been overdone, except perhaps for recent immigrants. Would like it lived up to by players, instead of "lip service." F - 36

The show was a neatly drawn and pleasantly moving character study -- but I prefer entertainment with plot conflict and a little bit more clever dialogue. This is not a criticism against the quality of actors or action. M - 34

This movie seems to be in the same class as ordinary pictures. It was not anything special although music by Victor Young was wonderful. Expected much more from Jose Ferrer and was disappointed. F - 23

Frankly, it was enjoyable, but had I known the plot beforehand, I probably wouldn't have gone to the theater to see it. Secondly, I feel the plot far beneath the quality of such a fine actor as Mr. Ferrer. I feel that he must have been mis-cast -- an award winner in a part that most any actor could play. Over-emphasis was put upon the citizenship routine. I have several naturalized friends who don't go overboard. However, I am not surprised at this emphasis what with current affairs concerning immigration. F - 28

A few of the early scenes were too much like a Luigi-Pasquale routine from LIFE WITH LUIGI. M - 26

Picture has lots of good scenes but some repeat and drag. Jose Ferrer is by no means my idea of this type of character. F - 44

Not too good! Strictly a class "B" affair. Plot is poor. M - 28

How you can put an actor like Jose Ferrer -- after he finished a picture like CYRANO -- into a two-bit B picture like this, opposite that lousy Kim Hunter is beyond me!!! He deserves and <u>is</u> the best. Please give it to him and eliminate degrading shows like the one I just saw. F - 17

I feel in many ways some of the things about America were ridiculed. As a whole I do not care for this type of picture. Jose Ferrer spoils it for me too. F - 29

Average. Wouldn't see it twice. F - 18

I thought the picture was pretty good but too long and dreary. F - 18